

FCC CONSUMER ADVISORY COMMITTEE

Recommendation regarding Print & Expanded Non-English Lifeline Outreach

The Consumer Advisory Committee (CAC) of the Federal Communications Commission (Commission) applauds the work of the Federal Communications Commission to modernize and reform the Lifeline program of the Universal Service Fund. The Lifeline program has played a critical role in connecting low-income consumers to voice service. As the Commission implements the necessary changes to the Lifeline program, the CAC recommends that the Commission expand its efforts to reach all intended participants of the low-income support program.

In discussions with FCC staff, the CAC understands that the intent is to focus all outreach efforts on the website: <http://www.fcc.gov/lifeline/outreach>. Materials on the website are available in English and Spanish. The CAC again recommends that versions in additional languages, including simple language versions, be posted to provide information on Lifeline to the millions of low income consumers who cannot read either English or Spanish.

Regarding the distribution of outreach materials, we were told that the FCC has no budget to print and distribute outreach materials. This is a serious problem. While grassroots organizations are willing to help spread the word on the Lifeline changes, many lack the funds to duplicate the outreach materials on the web site.

It is clear to the CAC that funds for translation and free distribution of Lifeline materials, in bulk, are required for an effective outreach effort, including document formats accessible to people with disabilities. **Therefore, the CAC respectfully recommends that a small percentage of the estimated savings generated by eliminating duplicative Lifeline support as reported by the FCC on July 31, 2012 be set aside for the purpose of creating a meaningful and effective Lifeline outreach initiative.**

Adopted: September 21, 2012

Abstentions: American consumer Institute, CTIA the Wireless Association, T-Mobile, Verizon

Respectfully submitted:

Debra R. Berlyn, Chairperson
FCC Consumer Advisory Committee